



Retailers

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News Just For

25 Years of Quality and Style Kentucky Crafted: The Market

The Kentucky Craft Marketing Program (KCMP), a division of the Kentucky Arts Council, is preparing for one of the most important shows in its history. March 1-4, 2007 will mark the 25th Anniversary of Kentucky Crafted: The Market and will again be held in Louisville at the Kentucky Fair and Exposition Center, South Wing B.

Although this event started out as a handcrafted show opened only to the trade industry, through the years, additional elements have been integrated to enhance sales and ramp up awareness and recognition for the talent and economic impact that Kentucky artists lend to the Commonwealth.

This national award-winning show features over 300 exhibitors of contemporary and traditional craft, two-dimensional visual art, books, musical recordings, and "Kentucky Proud" food products. Kentucky cultural entertainment and children's educational craft activities (ages 4-12) are also included.

As a premier marketing event for the state, the Market is the nation's first, and remains one of the very few, state-sponsored wholesale events of its kind in the country. Kentucky's craft industry contributes 252 million dollars to the state's economy. An additional impact of 147 million dollars is realized through sales made outside of Kentucky.

The Market is a collaborative effort among several state agencies and cabinets, which promote Kentucky's rich cultural heritage while supporting the state's economy and generates 2 to 3 million dollars in direct sales.

KCMP Director, Fran Redmon says, "The anniversary celebration gives us a time to reflect on the Market's many accomplishments over its 25-year history and those that have been part of its success. It is also a time to recognize the tremendous asset it has become for our state, one that enhances Kentucky's image and is something that any Kentuckian can be proud to claim as their own." *Story continues on next page.....*

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Based on reader nominations from a national on-line survey, American Style Magazine recently placed Kentucky Crafted: The Market as the number one spot of the Top 25 Art Fairs and Festivals in the country. Look for the feature in the February issue of American Style. The Southeast Tourism Society has named Kentucky Crafted: The Market as one of the *Top Twenty Events in The Southeast* for the twelfth time.



Go to the website listed above for more details about special events celebrating our 25th Anniversary and to register to attend.

Trade Dates and Hours

Thursday, March 1, 3 - 7 pm EST
Friday, March 2, 9 am - 6 pm

**Retailers: Free Admission
Parking \$5**
(2 forms of business ID required)

**South Wing B
Kentucky Fair & Exposition
Center
Louisville, KY**

Is Your Business Accessible to Consumers with Disabilities?

If not, you might want to consider making some changes to attract this large group of American shoppers. The facts speak for themselves:

- Of the 54 million people limited in their activities due to long-term disability...
- **73% are the heads of households**
- **46% are married**
- **58% own their own homes**
- **77% have no children**
- **48% are principal shoppers**
- The aggregate income of people with disabilities tops **\$1 trillion**. This includes **\$220 billion in discretionary income**. *
- Of the 69.6 million families in the United States, **20.3 million families** have at least one member with a disability. *
- **Four out of 10 people with disabilities conduct business and personal activities on-line**, spending an average of 20 hours per week logged on to the internet. That's **more time on average than non-disabled web surfers** spend in-line.
- Among people with disabilities, **48% say that the internet has significantly improved the quality of their lives**. Compare this to only 27% of adults without disabilities.
- According to the March 2001 supplement to the Current Population Survey, the **mean earnings** in 2000 of year-round, full-time workers 16 to 64 with work disabilities **was \$33,109**. (Source: National Organization on Disability - www.nod.org)
- The **employment picture for 18-29 year olds is the most promising**. Among this cohort, 57% of those with disabilities who are able to work are employed, compared to 72% of their non-disabled counterparts. (Source: National Organization on Disability - www.nod.org).
- Companies marketing to people with disabilities can **reach as many as four in every 10 consumers**.

*Unless otherwise indicated, source: U.S. Census Bureau. This and other information relating to marketing to consumers with disabilities can be found on the KCMP website at <http://kycraft.ky.gov/market/kickoff.htm>

MEET THE CRAFTSPERSON:

Jennifer McLamb

Beaded Bliss



Jennifer McLamb's fascination with personal adornment began as a child making clover chains and gum-wrapper bracelets on the school playground. A few years later and with slightly more sophisticated techniques under her belt, Jennifer's contemporary jewelry designs are a perfect marriage of ancient spiritual traditions and modern, high-tech materials. Her designs are drawn from natural elements and esoteric teachings such as sacred geometry and both hermetic and spiritual themes.

Each beautifully complex piece incorporates a variety of techniques ranging from bead weaving to manipulated and fired dichroic glass and precious metal clay (PMC). Because of the characteristics of the materials used, the alchemical nature of the glass fusing process, and the uniqueness of the natural elements used in the PMC pieces and the patina process, no two pieces are exactly the same. Though Jennifer replicates a number of her designs, each is truly a one-of-a-kind piece of jewelry. Most pieces in the PMC and bead weaving lines incorporate an adjustable, hand-made clasp of Jennifer's own design and a tag with her signature—resulting in a wearable piece of signed artwork.

In addition to being a juried member of the Kentucky Craft Marketing Program, Jennifer is also active in the Kentucky Guild of Artists and Craftsmen and the Sheltowee Artisans. Her work can be found at a variety of art festivals throughout the year and at well known galleries such as Craft Company No. 6, Rochester, NY; The Kentucky Museum of Art and Craft, Louisville, KY; the Kentucky Artisan Center at Berea, Berea, KY; and Rivers' Edge Gallery, Cincinnati, OH. She will be returning as a participant in the Craft Marketing Program's booth at the New York International Gift Fair in January.

Jennifer lives and works in Lexington, Kentucky, surrounded by a loving family, a supportive husband and two wonderful sons. She is a student of esoteric and Native American traditions, holds a black belt in Central Shaolin Karate and is an energy healing practitioner. These devotions help fuel and are reflected throughout her work. You can view more of her work at www.jennifermclamb.com.

New York In January

You can also meet and talk with Jennifer about her work in Kentucky Craft Marketing Program's booth at the New York International Gift Fair (NYIGF) this coming January 28th - February 1. The booth is number 5304/5403 in the Handmade Section of the Jacob K. Javits Center.

Three other Kentucky craft businesses will be featured in the KCMP booth. Abby Glen Designs contemporary beaded jewelry, out of Louisville, will return for the sixth time. Another Louisville company, Moss Hill, LLC will offer handmade soaps and toiletries. This will be Moss Hill's second trip to New York, following a very successful first show this past August.

Following a brief interlude, Gail Cohen's brightly colored batik designs will once again be available to visitors to the booth. Her cruise line of products always sell very well in the January show.

The KCMP has been a prominent exhibitor at the NYIGF since 1985. Please stop by for a bourbon ball if you are an attendee.



Jennifer McLamb discusses her jewelry with a buyer at the NYIGF last January.

What?!?! You've Never Been to Kentucky Crafted: The Market?

Then you're a prime candidate for our Fly-the-Buyer Program. Each year, the Kentucky Craft Marketing Program pays travel expenses and lodging for 5 to 10 first-time buyer attendees. Usually Market exhibitors nominate top retailers from all over the country to come experience the beauty of Kentucky made crafts, food products, visual art, books, and music first hand, but you can also nominate yourself. The only pre-requisite is that you have never been to the Market or haven't been in three years. Please take a few minutes to complete the form on the following page and return to us with the requested materials by **Jan. 31st**.

Past participants in the Fly-the-Buyer Program include:

Shaker Workshop Catalogue, Ashburnham MA

Sundance Catalogue, Salt Lake City UT

Craft Co. #6, Rochester NY

Nancy Markoe Gallery, St. Petersburg Beach FL

Clarksville Pottery & Galleries, Austin TX

The Mind's Eye Craft Gallery, St. Michael's MD

An American Craftsman, New York, NY

Gifted Hands and Isadora, Sedona AZ

Groewood Gallery, Asheville NC

Dunn Mehler Gallery, Half Moon Bay CA



2007 Fly-the-Buyer Application

Buyer's Name: _____

Business Name: _____

Address: _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____

Website _____

E-mail _____

Type of Business: _____

Why would you be a good candidate? _____

How many years have you been in business? _____

What type of inventory do you carry in your store? _____

How do you promote your store and the artists you represent? _____

Please include any magazine articles, brochures, catalogues, designations and awards received, or other marketing materials relating to your business that you feel we should see. Send to:

Kentucky Craft Marketing Program
2100 Capital Plaza Tower, 500 Mero Street
Frankfort, KY 40601
Attn. Vallorie Henderson
Fax to: 502/564-2839

Please respond by **January 31, 2007**

We hope to see you in Louisville in March!

MEET THE RETAILER:

KENTUCKY MUSEUM OF ART AND CRAFT



Upon receiving the Top In-state Retailer Award at the 2006 Market, David McGuire, sales gallery manager for the Kentucky Museum of Art and Craft in Louisville credited the gallery's increased success in the past year to a return to "their Kentucky roots." When presented with the award, David remarked, "We would not have received this award if it were not for our loyal artists, customers, and staff." Two full-time and two part-time staff run this beautifully designed retail space that represents around 400 Kentucky artists, offering work in all media from folk art to furniture. The Gallery shop also offers corporate gift sales and free gift wrapping. The staff is happy to work with artists and clients on commissions, and will ship to all corners of the globe.

Also selected as a Top 100 Retailer of American Craft by Niche Magazine in 2005, the Kentucky Museum of Art and Craft has been a focal point for fine contemporary craft in the state since 1981. David joined the staff three years ago when the gallery moved to a newly renovated and larger space in the seven hundred block of West Main Street in downtown Louisville. He has been the Sales Gallery Manager for one year.

The Kentucky Museum of Art and Craft is a nonprofit organization founded in 1981 to continue the art and craft heritage of Kentucky through the support and education of craft artists along with education of the public as well. Individual craft artists are employed by KMAC to lead hands-on partnership workshops for local public and private schools and to offer special needs workshops, summer art camps, community center programs, Girl Scout workshops, child, teen and adult Saturday workshops, and craft artist demonstrations. Learn more at www.kentuckycrafts.org.